Course Information:

Class Meeting Time:  Mon, Wed, Fri 10-10:50 AM  Communications 1046
Instructor:  James Wall  Office:  Comm 1050C  E-Mail: jwall@siu.edu
Office hours:  Mon 9-10 and 11-Noon, Tue 10-11, Wed 9-10, Thu 10-11, Fri 9-10, or by appointment

Required Textbook:

Authors:  Al Lieberman, Patricia Esgate  Publisher: FT Press (Pearson) ISBN: 978-0-13-309208-0
Reading the textbook is expected. Specific sections will be assigned reading for certain class periods, and you
should be prepared to discuss the materials contained in the assigned chapter. Projects, exercises, and exams
will be based largely on the information in this textbook. Do not expect to pass the class without reading the
book.

Other Requirements:

Additional topical articles and course materials will be placed on the Desire2Learn website and will also be
considered a class assignment. Be prepared to bring and discuss these materials in the next class period. You
are expected to visit your Desire2Learn page on a regular basis. The direct link is online.siu.edu

Course Description and Objectives:

This course is intended to expose students to business practices of the various media and entertainment
industries, including radio, television, satellite, cable, movies, publishing, music, gaming, sports, and online
media.

The successful student will learn:
1) How recent disruptions to traditional media business models have opened up new opportunities for
individuals working in the media industries to create, manage, distribute, and market entertainment;
2) To understand the business practices of companies engaged in the media industries sector;
3) How entertainment marketing differs from marketing other consumer products and services;
4) To understand the unique relationship between media content and distribution;
5) The specific industry knowledge that will empower them to succeed;
6) How globalization has transformed the U.S. media industry into a worldwide enterprise.

Course Structure and Grading:

Classes will consist of participatory class discussions, textbook and online readings, written assignments,
quizzes, and two exams. There are a total of 400 possible points.

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<th>Component</th>
<th>Points</th>
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<tr>
<td>Quizzes and Assignments</td>
<td>100</td>
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<tr>
<td>Attendance and Participation</td>
<td>100</td>
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<tr>
<td>Exam 1 - Midterm</td>
<td>100</td>
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<tr>
<td>Exam 2 - Final</td>
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A (90%) 360-400  B (80%) 320-359  C (70%) 280-319  D (60%) 240-279  F below 240
Expectations:

Successful students will attend class, read the assigned materials, complete all assignments in a timely manner, and actively participate in class discussions. Exams and quizzes will be based on both the readings and on class discussion.

Chapter/unit quizzes and exams will be taken through your Desire 2 Learn website page. They will be available on dates announced in class. You will be allowed a single attempt and they are timed. Late submissions will not be accepted and will receive zero points. Online quizzes and exams are assessments of individual knowledge, and no collaboration will be allowed. Any evidence of collaboration will result in a zero grade. And do NOT give me answers straight from Wikipedia, Siri, or Ask Google…I use those places also.

Students are expected to attend ALL class periods for the entire period. Class attendance is required and roll will be taken at 11:00 AM sharp. Tardiness is counted as being absent. You will be allowed two (2) absences. More than two (2) absences may result in a reduction in final grade at the discretion of the instructor. Past experience has shown that poor attendance is usually the primary reason for a lower grade. Assignments are due on or before the beginning of the class period on the specified date. Late assignments will not be accepted and will receive Zero points. NO exceptions. Remember that in the media world, if you are continually late for meetings, or if you do not submit your reports and proposals by the deadline…you’ve probably just lost your job!

Your individual contribution is tremendously important to a successful class learning experience. I expect you to be prepared for class by having read the assigned material prior to the class period. You should be prepared to be called-on individually and to fully participate. At the discretion of the instructor, any instances of being unprepared will cost you points.

Each class period will begin with “Cards & Letters,” an informal open discussion of current issues related to the media industries sector. You should bring your daily “card or letter” to each class period and be prepared to initiate a brief class discussion. If you’re called on and don’t have a card or letter, you will lose participation points. The instructor may also post “cards & letters” articles on the D2L website, which are required reading.

Additional Notes:

NO exam or quiz make-ups will be allowed. Access to a radio and television set (preferably with cable), and the Internet is necessary to complete some assignments. I encourage you to critically view television, listen to multiple radio stations, view online industry newsletters, and read daily newspapers and other periodicals to keep up with current industry events.

A list of important dates, student services, University policies, and emergency procedures is available on your D2L page.